

4 of the top Cloud uses for businesses



The cloud has seen widespread adoption over the past few years and continues to grow in popularity.

Why? It's proven itself to be an indispensable tool that can aid in communication, collaboration, and process efficiencies. It can provide remote teams with an easy means of connection, reducing costs, maximising flexibility, and promoting productivity.

So why might you use it? Well, there's a plethora of reasons you might use the cloud. In fact, you probably use it on your phone or laptop already. But let's take a look at some of the top business cloud server uses:

1. Analysing Big Data

When you use cloud computing, an entire network of opportunities open up. Namely, you can utilise big data analytics to make better decisions, predict outcomes, and improve business intelligence.

What is big data?

'Big data' can be defined as data sets that are large enough or of a certain kind that can't be properly captured and processed by traditional relational databases.

As data sources become more complex – AI, phones, social media, the IoT – big data analytics can help businesses be more informed about marketing, revenue, customer preference, and operations.



2. Platform-as-a-Service (PaaS) and Infrastructure-as-a-Service (IaaS)

These two forms of cloud computing models can help businesses get to market sooner, access more resources, and scale more easily and cost effectively.

Platform-as-a-Service

PaaS can provide its users with a complete cloud platform for developing and running applications. From the hardware and software to the infrastructure, PaaS allows for the complexity of maintaining the platform on-premises but with none of the inflexibility and at a significantly lower cost.

Businesses can simply use the cloud service provider's PaaS to begin developing resources right away – without needing to purchase and install hardware and software.

Infrastructure-as-a-Service

IaaS provides computing, storage, and networking resources on demand.

Businesses that migrate their infrastructure to an IaaS solution can reduce their on-site data centre management costs. They can also shrink and scale resources as and when they need to, without huge up-front costs.

4. Testing & Development

Typically, creating a testing environment involves a chunk of up-front capital, a huge amount of set-up via physical assets, and a whole lot of manpower.

Fortunately, with cloud computing, tailored environments are readily available. Realistic user traffic scenarios can be simulated in the cloud environment so that businesses can test the performance, functionality, and security of their software.

With cloud-based software testing and development, teams have the ability to scale up resources on demand.



3. Hybrid/multicloud

Hybrid cloud combines private and public environments that work in tandem to run business workloads.

This combination affords businesses the flexibility to decide upon the best cloud for every application and workload – as well as the ability to change that in the future.

Multicloud, on the other hand, is the use of cloud services from two or more providers. Enterprise applications might run on a mix of IaaS, PaaS, and SaaS (Software-as-a-Service).

The value of multicloud lies in the tailorability; businesses can choose cloud services from different providers based on a combination of factors such as performance, security, compliance, location, and pricing. By its nature, multicloud reduces unplanned downtime – if one cloud goes down, others are still available.

Private & public cloud services with Vinters

If you've just started looking into the possibilities that cloud computing can offer your business, we're here to help. Here at Vinters, we've been offering cloud-based solutions since the term was coined – so it's safe to say that we know a thing or two about cloud server uses and how the cloud can shape and enhance business.

With our private and public cloud services, you can rest assured that your data is secure. Read up on the differences between private and public cloud [here](#) or give us a call if you'd like to chat all things cloud!

